

## REMARKS

The present invention is directed to a unique postal product wherein a colorimetric value of a stamp and/or personal postal product is determined and wherein one is modified such that when they are placed together and overall pleasing appearance will be provided. The claims have been amended to more precisely set forth and define the present invention and distinguish over the prior art. In particular, claim 16 states that an area of one has been modified based on the colorimetric value of the other.

The Examiner in the Official Action rejected claims 16-25 and 27-30 under 35 USC § 102(b) as being anticipated by Kaplan for the reason set forth therein.

The modification of the personal image or official postal product is based on a colorimetric value of the other. The Kaplan reference does not teach or suggest such a feature. While the stamp of Kaplan may be made at a single time, there is no teaching or suggestion of modifying either the stamp or personal image in response to the colorimetric value of the other. For example, as illustrated in the present invention in Fig. 4a, the area of the personal postal product has an area having a color which has been designed to match and correspond to the stamp. This is not taught or suggested by the prior art. A similar example is provided by Fig. 4f, 5a and 5b such that it can be seen that there is a direct relationship between at least one colorimetric value of the stamp and with that of the personal image product. While Kaplan discloses that the personal image may be provided with respect to a fixed spatial relationship with regard to the official postal stamp, there is not teaching or suggestion in Kaplan for modifying either with respect to a colorimetric value. The passage cited by the Examiner at column 3, lines 37-65, does not teach or suggest determining a colorimetric value and modifying the other with respect to such. What is merely stated in this area is that indicia which may be in color or in black and white may be also disposed in the first region. This merely sets forth that the first region comprises an official postal stamp of any known particular design. There is no discussion or disclosure of modifying one with respect to a colorimetric value of one with respect to the other as taught and claimed by applicants.

The Examiner in paragraph 4 rejected claim 26 under 35 USC § 103(a) as being unpatentable over Kaplan in view of Kara for the reasons set forth

therein. Claim 26 is dependent upon claim 25 and therefore claim 26 is patentably distinct for the same reasons previously discussed with regard to claim 25.

In view of the foregoing applicant respectfully submits that the application is in condition for allowance and such action is respectfully requested.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Frank Pincelli', written over a horizontal line.

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